

МІЖНАРОДНІ ВІДНОСИНИ І ГЛОБАЛЬНА КОНКУРЕНТОСПРОМОЖНІСТЬ

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ANALYTICAL ASSESSMENT OF THE DEVELOPMENT STRATEGY OF THE METROPOLIS: TOOLS AND METHODOLOGICAL APPROACHES

Abstract: *The article considers the role of strategy of the capital metropolis as a particularly important instrument of growth, the problems of its development and implementation, its impact on the current trends of urbanization.*

Key words: megapolis, metropolitan, development, strategy, factors, role.

АНАЛІТИЧНА ОЦІНКА СТРАТЕГІЇ РОЗВИТКУ МЕГАПОЛІСУ: ІНСТРУМЕНТАРІЙ ТА МЕТОДИЧНІ ПІДХОДИ

Анотація: У статті розглянуто роль стратегії столичного мегаполісу як особливо важливого інструмента розвитку, проблеми її розробки та реалізації, її вплив на сучасні тенденції урбанізації.

Ключові слова: мегаполіс, розвиток, стратегія, фактори, роль.

АНАЛИТИЧЕСКАЯ ОЦЕНКА СТРАТЕГИИ РАЗВИТИЯ МЕГАПОЛИСА: ИНСТРУМЕНТАРИЙ И МЕТОДИЧЕСКИЕ ПОДХОДЫ

Аннотация: В статье рассматривается роль стратегии столичного мегаполиса, как особенно важного инструмента развития, проблемы ее разработки и реализации, ее воздействие на современные тенденции урбанизации.

Ключевые слова: мегаполис, развитие, стратегия, факторы, роль.

Statement of the problem in general and its relationship to important practical problems.

Throughout human history, the capital city of each state performs the administrative and executive functions. Its importance is growing as related to development. In most cases, the present capital is not only the place of concentration of state power, government, the judiciary and other institutions, but also a major dominant social and economic center of the country.

With the acceleration of globalization, which is an essential characteristic of our time, global space increasingly becomes a highly complex, dynamic and contradictory system of interactions and relationships. This primarily affects the state capitals and metropolitan areas, because according to one of the existing concepts of globalization, the top layer of a modern multilevel network of relationships — a network of global cities, the presence of which provides any country access to key decision-making in different spheres of the global level.

Noting the importance of world cities as places where the disproportionate majority of the world's most important cases P.Hol notes, that if on step toward globalization the cities are positioned mainly within the country, in the era of globalization, they go into the international arena, becoming important subjects of world geopolitical and geo-economic space [1].

However, the metropolitan megacities are first and most significant feeling the effects of globalization and, because they are the main place to adapt to new technological, environmental, economic and social conditions that result from globalization, free or unfree enter the era of globalization and forced to answer its main challenges: large-scale social and economic changes, reducing the role of the working class and deindustrialization areas, deepening social differences and the crisis of national quarters, increasing migration and an aging nation, the constant expansion of the town square and the widespread use of the vehicle as well as challenges related to threats the environment [2].

These factors require new paths like spatial as well as the economic development of the capital metropolis, which can be achieved only through a strategic approach. The issue of quality and design at the same time realistic strategy of capital metropolis in Ukraine has a direct relationship with a number of important practical problems, in particular — forming the basis for sustainable development a leading center of the state, increasing its global competitiveness and attractiveness.

Analysis of recent research and publications, that discuss the issue and pointed unresolved aspects of the problem, which the article directed. In the field of strategic management and development of cities including the capital cities, many studies conducted by leading urbanists and economists in Western Europe, the U.S. and other countries. However, their number increases quite rapidly, indicating also more relevant to these problems.

Different approaches to the strategic management of the development of large systems, including the cities examined foreign scientists: O.Aleksyeyev, N.Albert, I.Ansoff, E.Bleykli, Zh.Bober, Dzh.Brayson, A.Bruger, Dzh.L.Hordon, Zh.Hottman, L.Hudsteyn, Sh.Hofer, K.Endryus, B.Zhyharevych, K.Kristensen, B.Krozbi, H.Mynezberh, M.Nordkvist, H.Rayt, V.Rorynh, V.Rohchyn, A. Strickland, A.Tompson, A.O.Uilyamson, F.Heyvud, D.Harison, A.D.Chandler, P.Chystyakov, D.Shendel and others.

In a national scientific and theoretical and applied scientific development management issues of metropolis have not found the right display. This problem is not enough attention paid to like the state, including the mechanisms of state support for the development of the capital metropolis, and by the relevant scientific institutions and scientists, particularly in terms of recent global trends of globalization and glocalization. It actualizes those provisions discussed in this article.

The purpose and objectives of article (problem). This article is set to define the roles of strategy of capital metropolis as a particularly important instrument of development, and to identify a number of specific requirements for its development, in particular — need to incorporate in it the influence of modern trends in urbanization.

The main material of the study. Since the second half of the last century, dominant prevailing trend of urban settlements. Among them the leading position occupied capital city, which is often faster than other cities in the country accumulated technological, financial, human resources, forming the basis for economic growth of the country. This process always depends on the objective historical, geographical and economic conditions, as well as on subjective factors, the ratio of which differed in each case.

The capital of most European states were formed as large for its time cities many centuries ago, when the economy was not yet global, and the city almost competing with each other for limited resources. The development of large and capital cities occurred not in spite of, but because of favorable geographical location, the intersection of trade routes, the concentration of natural resources, favorable terrain and climatic conditions. Such a set of favorable factors allow to achieve higher returns per unit of invested resources. Such examples include most European capitals. [3]

Today, the capital metropolis for any country is not only a leading of administrative and business center, but also the business card of the global socio-political and economic space. Therefore, in recent years, researchers are increasingly paying attention to the need for fundamental change in the role of the city in the nation. Increasingly, raises questions: should the capital city have a priority position in the strategy of economic development, whether it is objectively growth engine of the economy as a whole, is fairly specially focus a significant amount of resources in the capital, more than in other regions and cities and others.

On the one hand, the last few decades when the world economy is «under the banner of» globalization, markets become larger; connecting the country and the whole group of countries are international businesses, simplifying the movement of capital and workforce. All this leads to an increase in the role of individual regions and cities in the international competition for the best resources. In this situation, the capital a priori has advantages over other cities in the country, providing a multiplier effect on the economy and synergy large metropolitan entire set of functions. If this capital is able to compete with other major cities of the world, it becomes a «window» to attract external resources, which are then more or less distributed throughout the country. Given the globalization of capital is more likely to compete with foreign cities and countries.

On the other hand, in developing economies, rapid economic growth, capital leads to the fact that it is the «center of gravity» in the country, concentrating in itself more resources than can be effectively used. This is reflected in unreasonably high land values □□ and rents, high labor costs, significant difficulties with the engineering and transport infrastructure. However, other regions may be able to use the excess resources more efficiently, but they just are not competitive in comparison with the capital.

In the capitals of developing economies, the probability of ineffective use of resources is high. Focusing disproportionate in relation to other regions of resources and economic activity in the capital, but as in any other big city, leads to a weakening of the general position of the country's overall competitiveness. With one of the leading development and competitive separately region, country loses flexibility and more at risk of fluctuation current situation at world economy. The concentration of resources and economic activity in capital reduces the overall competitiveness of the country. [3]

These trends have been observed also for the current stage of development of Kyiv, which is the only capital, but also the most powerful metropolis Ukraine, focusing on its territory a significant part of the socio-political, financial, economic, administrative, social and cultural processes of the state.

Like many other metropolitan cities (like Vienna in Austria, Moscow in Russia, Almaty in Kazakhstan (with the Kazakh and translated — «Capital»), Seoul, South Korea (also translated as «capital»), Washington in the United States, which located in a separate federal district of Columbia, which is not a member of any of the states, etc.), Kyiv by status allocated in an independent administrative-territorial unit. The ability to exercise their powers trip provides special status granted by the Constitution of Ukraine and the Law of Ukraine «On capital of Ukraine — Kyiv-hero.»

The city immediately has a number of significant competitive advantages, but despite this, to enhance the role as a world city and create attractive comfort of international and foreign companies Kyiv demonstrate the stability, consistency and sustainability of their intentions evolve into a modern city with high levels of business culture. Therefore, Kyiv extremely important issue is the particular development strategy.

Several years ago the managing capital was largely situational, and various projects for the most part not only coordinated with each other, but also interfere with each other, but now much was the understanding that Kyiv like the capital city badly needs a strategic approach by which problems are solved in a complex metropolis and according to plan.

Just about one and a half year in Kiev was carried out a lot of work to prepare the City Development Strategy — the first policy document that was prepared not only to government officials and experts, but also involving residents, all of the Kyiv community [4]. Group was formed to implement the Strategy, which is a plan of specific actions and accompanying these processes in the context of specific initiatives in the aforementioned document. Since 2010, in Kiev, introduced a program-based budgeting method whereby all spending units submit applications for several years with the financing plan. But not all of these programs meet the objectives of the Strategy, as the work was carried out to harmonize all programs and plans.

As a result of a long process of development of Kyiv metropolitan strategies were identified: increasing economic welfare (gross regional product per capita) of 2-fold by 2025 and a significant improvement in liveability for residents of the main indicators (improved liveability index by 1.8 times). To achieve these goals expected to work on four priority areas: reducing delays by sectors of the local economy, the development of competitive advantages, solving basic problems of city life, the approach of «real city» to the image of the «ideal city».

With the provisions provided in the Strategy, we can conclude that the alignment of strategic priorities took place according to the analysis, based on the following components: idea 1600 residents and 40 experts, diagnosis of the city in 10 areas, analysis of competitive advantage. Through this study, there was obtained detailed diagnostic strengths and weaknesses Kyiv, and also the possibility that «conceals the City» [5].

Further along the two general components — the economy and quality of life — either areas identified by two groups: 1) solving accumulated problems and 2) the creation of new opportunities. In the first group of economic priorities formed to reduce the gap to lag by certain sectors, and the quality of life — in order to solve the basic problems of life. In the second group in the economy — the development of competitive advantages, and the quality of life — are approaching «real city» to the image of the «ideal city». Based on this strategic vision was formed, its components and initiatives.

The summarizing of the entire array of received information has allowed to form the possible scenarios of developing the city and discussion about the committee of strategic planning, public council, the media finally decide on the basic version of strategy that involves the implementation of the nine strategic initiatives, namely:

- World-class infrastructure
- Saving Energy

- Made in Kyiv
- E-government
- Cultural height
- Dnipro Pearl
- Healthy Citizen
- Center Close to Home
- International HQ Harbor.

As the results of Kyiv behind comparable European capitals — Prague, Moscow, Warsaw, Budapest — about 10-12 years. Currently in existing challenges faced by the European capitals 15 years ago and has been able to solve them. In the particular, it is a low level of economic development, lack of transport infrastructure, poor quality of public transport and utility infrastructure, social issues (access and quality of medicine, education), poor land use, natural building [5].

Kyiv, following the example of other cities can solve these problems by actively attracting foreign direct investment, including in infrastructure projects to improve the business environment, diversification of revenue base (almost 60% of revenues — income tax individuals), improving the quality and transparency of municipal services to citizens and businesses, which can be achieved only through action coordinated in a single strategy.

Thus, despite the fact that according to many experts metropolitan strategy contains a number of shortcomings and positions that need clarification and correction, the very existence of such a strategy is a significant event. If there is a metropolitan city with a strategic vision of development, not properly coordinated and approved strategy, it is generally contrary to current theoretical and methodological foundations of such a complex socio-economic system, which it is.

The conclusions of the research and recommendations for further research in this scientific area.

So today where the international market is increasingly competing not the country as a whole and their individual regions or cities, the question of the role of cities, particularly the capital, socio-economic development and competitiveness on a global scale. Stimulating economic growth in the capital inevitably leads to growth of the economy as a whole.

Issues related to the creation of the modern concept of strategic management development capital metropolis, are recommendations for further research in this scientific direction of domestic science, because, according to a survey, the standard mechanisms and approaches to the development of a city that used now, can no longer that the capital functions in the context of globalization. This (along with several other problems of scientific and methodological) in particular showed the development and implementation of the Strategy first experience of Kyiv as the Capital metropolis.

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